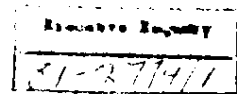


Approved For Release 2007/05/24 : CIA-RDP84B00148R000100100009-6

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16 November 1981

MEMORANDUM FOR: Deputy Director of Central Intelligence

THROUGH: Director, Office of Policy and Planning

FROM:   
Director, External Affairs Staff

STAT

SUBJECT: Media Policy

1. This responds to your request for amplification of points 2. and 3. of the attached memorandum which recommends a slightly more aggressive media policy.

2. By recommending the Agency attempt to be "in front" of news stories, we mean asserting an Agency position, where possible, before a news story breaks so that the Agency's perspective will be included in the original story. Recent examples:

a. Wilson/Terpil: The original Agency statement was ambiguous and soon lost its effectiveness. The second statement was comprehensive and served our purposes well, but it was late. We now know the general lines of developing stories: What is the Agency doing to control the activities of former employees? Were current Agency employees providing instructions to Wilson/Terpil/Schlacter, and receiving intelligence reporting from them? We badly need credible responses on these points, possibly best made in conjunction with the Oversight Committees.

b. The Executive Order: Admittedly a politically explosive issue, but the Agency's silence has not served it well. Moreover, the White House Press Office has been prepared to defend the E.O. but has deferred to the Agency. Some carefully selected "backgrounders" by an appropriate official would have helped immensely.

c. FOIA: This is an important issue which has not yet had its full public impact. While Public Affairs discusses the Agency's position in considerable detail, there have been occasions when reputable newsmen needed a line official to discuss the Agency's need for exemption. Recently we turned down an opportunity for an appropriate official to discuss the Agency's need for exemption "on camera." We need to be more forthcoming on such requests; such outlets are extremely effective.

d. Status Pieces: When newsmen are writing evaluation pieces they often request an interview with the DCI or the DDCI to obtain general information, but more important to them, to gain perspective regarding information they have received from others. Robert Toth of the Los Angeles Times is writing such a piece but we have not granted the interview he persistently pursues.

3. By recommending "more responsiveness" by the Public Affairs staff, we mean taking advantage of opportunities to be more candid with newsmen when sources and methods and classified information are not at issue.

a. Media Briefings/Dissemination of Unclassified Reports: On issues involving the Agency's policy toward the public, the Agency should be totally forthcoming. Our speaking only "off-the-record" on briefings got us into early trouble, and we are still hearing about it. Although the new non-dissemination policy is "old news," it is now making another splash, probably because Public Affairs did not discuss it enough when it was first implemented.

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4. Some issues have been handled effectively and should be the model that we try to follow:

a. Hugel: Despite some continuing controversy, quick action by the Agency and candid statements to the media avoided this being a disaster of even greater proportions.

b. Recruitment: Careful coordination among Agency components on handling the response to radio advertising gave the Agency national exposure that could not have been bought with millions of dollars.

c. DCI Address to Employees: Despite concern from various quarters, this statement was welcomed by the media with very positive results for the Agency. (We still should be handing it out.)

5. The central point here is the desire to be "modestly assertive" in dealing with the media in support of "low profile." As is now the case, Public Affairs would remain under the close scrutiny and direction of the DDCI.

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Attachment: A/S

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EAS 81-2188  
10 November 1981

MEMORANDUM FOR: Director of Central Intelligence

THROUGH: Deputy Director of Central Intelligence  
Director, Office of Policy and Planning

FROM:   
Director, External Affairs

SUBJECT: Media Policy

STAT

1. On 4 November 1981, the SSCI received an update briefing from the DDO and the IG on the Wilson-Terpil affair. During the briefing, Senator Chafee addressed questions directly to me indicating his concern that the Agency, by not responding to the many misinformed and inaccurate media stories about Wilson-Terpil and the draft Executive Order, was taking a terribly unfair beating in the media. Following the hearing, Senators Chafee and Jackson further expressed their dismay over the unfair treatment. Senator Moynihan added, "You are paying a heavy price by not responding."

2. In exploring the issue further in informal conversation, Senator Chafee observed that maybe the SSCI could assist--perhaps by responding publicly after coordinating their reply with us. Senator Moynihan asked specifically, "How can we help?" (You will recall Wyche Fowler volunteered the same offer at our breakfast.)

3. Both points raised by the Senators have underscored my concern that has grown steadily since my arrival. "Low profile" is something to strive for, but the fact is it has not been helpful in past months on crucial issues such as the Executive Order and Wilson-Terpil. Indeed, on such issues the Agency has suffered and, in my opinion, unnecessarily. Of deeper and more permanent concern is the impression the public continues to receive that the Agency is untrustworthy, devious and intent on intruding into their privacy. There is an immediate need to find a way to allay their misimpressions while, at the same time, protecting our sources and methods.

Media policy of the CIA appears to be polarized: no comment vs. full disclosure. There is a lot of space in between these poles; I believe we can find a "between pole" area that serves the media, public and CIA better.

-2-

4. With that in mind, I propose we accept the Senator's offer to help and I urge a more aggressive, but still judicious, media program to include:

Dialogue with the Media:

- ✓ (1) --Monthly "breakfasts" with responsible media representatives for background discussions of important issues, alternately hosted by DCI and DDCI. This to start immediately.
- ✓ --A more determined effort to be "in front" of the day's news instead of belatedly trying to insert an Agency position after the story is in print. We are always on the defensive--reacting.
- ✓ --More responsiveness by the Public Affairs staff to media queries under the close guidance of the DDCI.

Oversight Committees:

- Enlistment of the SSCI's assistance in responding to intelligence issues when it is inappropriate for the Agency to do so.
- Carefully coordinated statements on the Wilson-Terpil affair for use, as appropriate, by Senate Select Committee spokesman.

Coordination with White House Press Office:

- (6) --Informed dialogue with White House Press Office for better coordination of public responses that bear on Agency issues (Public Affairs participates in daily telephone conference for discussion of appropriate responses to queries).

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APPROVED: KEEP DCI CLOSELY INFORMED:

\_\_\_\_\_  
Director of Central Intelligence

\_\_\_\_\_  
Date

NEEDS FURTHER DISCUSSION: PREPARE  
PRESENTATION FOR MORNING STAFF MEETING:

\_\_\_\_\_  
Director of Central Intelligence

\_\_\_\_\_  
Date

DISAPPROVED:

\_\_\_\_\_  
Director of Central Intelligence

\_\_\_\_\_  
Date